Update

TWO MAJOR COMPUTER CONFERENCES

ON-LINE SYSTEMS, 1977-1987

TECHNOLOGICAL UPDATE AND FORECAST

May 9-11 — New York

Future conferences: Washington, D.C. — August 8-10 • San Francisco — November 14-16

DATA BASE SYSTEMS

INNOVATIONS, APPLICATIONS, ALTERNATIVES

May 11-13 — New York

Future conferences: Washington, D.C. — August 10-12 • San Francisco — November 16-18

Presented by the American Institute of Industrial Engineers
Computer and Information Systems Division and Metropolitan New York Chapter

Prepared and Administered by Management Education Corporation MEC

The computer technology revolution continues . . .
The impact on your on-line systems and data base applications is enormous . . .
This two-conference program will help you

- **anticipate the new technology**
- **assess the impact on your systems**
- **create imaginative, effective on-line systems and data base applications**

THE REVOLUTION

The computer technology revolution continues.

Innovations of the 70's promise to have a more dynamic impact than all advances since the IBM 650. By the end of the decade, microprocessor chips will cost $5; 4K RAM chips even less! Data communications have been enhanced by satellites, specialized common carriers, and new digital switching equipment. Storage capacities have increased logarithmically for each dollar of cost. The result: massive data base storage, transmission and accessing capabilities — and a demand for integrated discussion of both on-line and data base concepts in order to provide maximum opportunity for taking advantage of these dramatic new developments.

THE CHALLENGE

Have you and your colleagues assessed the impact of the new technology on your on-line systems and data base applications? Are you planning ahead to take advantage of change — or will you be a victim of change? Do your system designs anticipate the new technology — or will you be forced into costly redesign?

THE LEADERS . . . THE CONFERENCES

Many noted leaders of the technology revolution will appear in a full week, two-conference program to be held in New York on May 9-13, 1977. They will present an update and forecast on technological and social trends affecting on-line systems and data base applications. Come for the full week, or select the single conference most essential for your needs.

ON-LINE SYSTEMS, 1977-1987
May 9-11, 1977 (Monday-Wednesday)
The Biltmore Hotel
Madison Avenue at 43rd Street
New York, New York 10017
(212) 687-7000

CONFERENCE HIGHLIGHTS

The Monday-Wednesday sessions provide a technological update and forecast for on-line systems managers and designers. Topics covered include:

- successful on-line systems — case studies
- hardware configuration trends
- new data transmission networks, including satellites
- new software techniques and services
- impact of miniaturization
- distributed intelligence
- evaluation of new jobs, skills, and specialized positions

CONCURRENT WORKSHOPS

Application of the new technology is covered in depth in two concurrent workshops: one for management, one for technology. These workshops will provide valuable opportunities for detailed examination of areas of special interest.

COMPREHENSIVE NOTEBOOK

The conference notebook provides a single-source reference for on-line systems in a special oversized binder. Contents include:

- Guidelines for total system planning
- Hardware surveys and analyses — terminals, modems, processors and controllers
- Communications services — features and vendors
- Software design principles
- System implementation guidelines
- System simulation procedures
- Successful systems case studies

DATA BASE SYSTEMS
May 11-13, 1977 (Wednesday-Friday)
The Biltmore Hotel
Madison Avenue at 43rd Street
New York, New York 10017
(212) 687-7000

CONFERENCE HIGHLIGHTS

The Wednesday-Friday plenary sessions concentrate on the special problems involved in data base system design and administration. Representatives of major manufacturers, software firms and other innovators discuss the state-of-the-art and future trends. Topics covered include:

- impact of new technology
- planning for successful data base applications
- recent implementation experience
- data base administration and data dictionaries
- update on data base software alternatives
- impact of CODASYL DBTG recommendations
- privacy and security considerations
- future of on-line data base systems

CONCURRENT WORKSHOPS

Implementation of data base systems is covered in depth in two concurrent workshops: one for management, one for technology. These workshops will explore the latest thinking in successful data base systems.

COMPREHENSIVE NOTEBOOK

The conference notebook provides a single-source reference for data base systems in a special oversized binder. Contents include:

- Guidelines and checklist for data base system planning
- Functional characteristics survey
- Survey of current privacy legislation
- Checklist for DBMS evaluation
- Vendor DBMS specifications
- CODASYL DBTG recommendations
- System implementation — step-by-step guide
- Successful case studies

ON-LINE SYSTEMS, 1977-1987

NEW YORK — MAY 9-11, 1977

CONFERENCE OUTLINE AND SCHEDULE

MONDAY, MAY 9

8:15 REGISTRATION AND COFFEE
9:00 INTRODUCTION

9:15 KEYNOTE ADDRESS
NEIL GORCHOW
Vice President, Product Strategy
and Requirement
Sperry Univac
Blue Bell, Pennsylvania

9:45 BREAK
10:00 MAJOR NEW DIRECTIONS IN ON-LINE
SYSTEMS
What to expect in:
● Applications
● Technological trends
● Social issues
● New hardware and software advances
● Management involvement in on-line
systems
DR. HOWARD FRANK
President
Network Analysis Corporation

11:00 TRENDS IN COMMON CARRIER SERVICES
● Specialized carriers
● Digital and value added networks
● New competitors
● International opportunities and resources
STUART L. MATHISON
Vice President, Corporate Planning
Telenet Communications Corporation

12:00 LUNCH

12:45 FEATURED LUNCHEON ADDRESS
"THE FUTURE OF COMMUNICATIONS"
J. ROGER MOODY
Marketing Director, Cross Industry
American Telephone and Telegraph
Company
Morristown, New Jersey

1:15 BREAK
1:30 ADVANCED TOPICS IN ON-LINE SOFTWARE
● Front-end and back-end control of
data bases
● Segmented systems
● Transaction processing
WERNER SCHAER
Vice President, Software Development Center
Infonet Division
Computer Sciences Corporation

2:30 DISTRIBUTED DATA PROCESSING:
A COMBINATION OF ON-LINE AND
DATA BASE CONCEPTS
● New opportunities
● Costs and savings
● Data security
● Availability of hardware and software
● New developments in human interfaces
ELIZABETH SEVERINO
Managing Editor, Auerbach Information
Management Service
Auerbach Publishers, Inc.

3:30 COFFEE/COKE BREAK
3:45 ISSUES OF SYSTEM INTEGRATION
● Tying hardware, software and carriers
together
● Networking and routing
● Interconnects
● Future protocols
● Service pricing concepts
DHARAM AHUJA
Marketing Supervisor
American Telephone and Telegraph Company
5:00 ADJOURNMENT

TUESDAY, MAY 10

TWO CONCURRENT ON-LINE SESSIONS

1. MANAGEMENT

CHAIRMAN: STEPHEN L. ROBINSON
Manager, Data Base Technology
CACI, Incorporated

9:00 1A. PLANNING AND DESIGNING ON-LINE
SYSTEMS AND NETWORKS
JOHN M. MILLER
Assistant Vice President,
Information Systems
National Railroad Passenger Corporation

10:45 1B. FORECAST OF FUTURE SKILLS
REQUIRED BY ANALYSTS AND
PROGRAMMERS IN ON-LINE SYSTEMS
DAVID P. GUEST
Senior Vice President
Director of Computer Services
Young & Rubicam, Incorporated

12:15 LUNCH

1:00 FEATURED LUNCHEON ADDRESS
"FUTURE POSSIBILITIES:
HARDWARE AND SOFTWARE"

CAPTAIN GRACE M. HOPPER, USNR
Director, Navy Programming Languages Section
Department of the Navy
Washington, D.C.

1:45 1C. PERFORMANCE MEASUREMENT AND
EVALUATION OF ON-LINE SYSTEMS
JACK M. BERDY
President
On-line Software International, Inc.

3:15 COFFEE/COKE BREAK

3:30 1D. IMPLEMENTATION OF THE ON-LINE
PROJECT
DR. JOHN ROTHMAN
Director, Research and Information
Technology
New York Times

5:00 ADJOURNMENT

WEDNESDAY, MAY 11

9:00 INTRODUCTION

9:15 KEYNOTE ADDRESS
"MANAGING THE CHALLENGES OF
COMPUTERS IN COMMUNICATIONS"
GEORGE W. SULLIVAN
President
Collins Commercial Telecommunications
Division
Rockwell International

9:45 BREAK

10:00 UPDATE ON DATA BASE SYSTEMS
● 1977 developments
● New standards and directions
● Trends in make or buy decisions
● Forecast of future evolution
RICHARD H. COBB
President
Mathematica Products Group, Inc.

2. TECHNOLOGY

CHAIRMAN: ROBERT A. O'HARE
President
O'Hare and Company

9:00 2A. EVALUATION OF NEW COMMUNICATIONS
EQUIPMENT, TERMINALS, AND
COMMUNICATIONS PROCESSORS
JUDY AHRENS
Project Editor
Auerbach Publishers, Inc.

10:45 2B. HOW TO SELECT ON-LINE SYSTEM
SOFTWARE AND DATA BASE PACKAGES
KENNETH A. PARKER
President
Insyte Corporation

12:15 LUNCH

1:45 2C. INTEGRATING MINICOMPUTERS AND
MICROCOMPUTERS IN ON-LINE AND
DATA BASE SYSTEMS
REGINALD D. BOUDINOT
Director, Major Systems
Computer Sciences Corporation

3:15 COFFEE/COKE BREAK

3:30 2D. CASE STUDY OF A MAJOR ON-LINE
SYSTEM
EDWARD J. GEHRLEIN
Staff Vice President, Systems and
Operations
TWA Data Processing Center

5:00 ADJOURNMENT

11:00 CLASSIFICATION OF DATA BASE
MANAGEMENT SYSTEMS

● Major types, sources, uses and
environments

● Features analysis

● Use in on-line environments

THOMAS F. MEURER
Vice President
Cullinane Corporation

12:00 LUNCH

1:00 FEATURED LUNCHEON ADDRESS
"HIGH TECHNOLOGY MANAGEMENT"

PAUL B. HENDERSON
Vice President
Federal Reserve Bank of New York
New York, New York

1:45 ADJOURNMENT

DATA BASE SYSTEMS

NEW YORK — MAY 11-13, 1977

CONFERENCE OUTLINE AND SCHEDULE

WEDNESDAY, MAY 11

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"MANAGING THE CHALLENGES OF COMPUTERS IN COMMUNICATION"
GEORGE W. SULLIVAN
President
Collins Commercial Telecommunications Division
Rockwell International

9:45 BREAK

10:00 UPDATE ON DATA BASE SYSTEMS
- 1977 developments
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RICHARD H. COBB
President
Mathematica Products Group, Inc.

11:00 CLASSIFICATION OF DATA BASE MANAGEMENT SYSTEMS
- Major types, sources, uses and environments
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THOMAS F. MEURER
Vice President
Cullinane Corporation

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1:00 FEATURED LUNCHEON ADDRESS
"HIGH TECHNOLOGY MANAGEMENT"
PAUL B. HENDERSON
Vice President
Federal Reserve Bank of New York
New York, New York

1:45 BREAK

2:00 DATA BASE ADMINISTRATION
- Role of the data administrator
- Use of data dictionaries and directories
- Communication tools
- Effect on the organization

MATTHEW CAMAROTA
National Manager, Data Base Support
Coopers & Lybrand

3:00 COFFEE/COKE BREAK

3:15 OVERVIEW OF SECURITY AND PRIVACY REQUIREMENTS FOR DATA BASES
- Current needs for security
- Latest privacy legislation — a national survey
- Public and legislative acceptance of privacy provisions

ROBERT V. JACOBSON
Assistant Vice President
Chemical Bank

4:15 PANEL DISCUSSION
Wednesday speakers participate in a panel to discuss integration of data base technology within the organization and the special problems to overcome.

5:00 ADJOURNMENT

THURSDAY, MAY 12

TWO CONCURRENT DATA BASE SESSIONS

3. MANAGEMENT

CHAIRMAN: STEPHEN L. ROBINSON
Manager, Data Base Technology
CACI, Incorporated

9:00 3A. TECHNIQUES FOR PLANNING AND IMPLEMENTING DATA BASE SYSTEMS
DR. FRANZ EDELMAN
Director of Business Systems & Analysis
RCA Corporation
David Sarnoff Research Laboratories

CHARLES H. BYINGTON
Director, Information Systems
Yale - New Haven Hospital

10:45 3B. USER REQUIREMENTS AND INVOLVEMENT IN DATA BASE APPLICATIONS
HERBERT L. KUKASCH
Supervising Analyst
New York Telephone Company

12:15 LUNCH

1:00 FEATURED LUNCHEON ADDRESS
"IS DATA BASE HOME BASE — OR WHO'S ON FIRST?"

1:45 3C. MANAGEMENT INFORMATION DATA BASES, APPLICATIONS AND DECISION SUPPORT SYSTEMS
ROBERT E. ROACH
Systems Officer
Citibank, N.A.

3:15 COFFEE/COKE BREAK

3:30 3D. THE DATA BASE DESIGN REVIEW PROCESS
R. JOSEPH STOCKHUS
Manager, Client Support
McDonnell Douglas Automation Company

5:00 ADJOURNMENT

4. TECHNOLOGY

CHAIRMAN: RANDALL RUSTIN
Second Vice President
Chase Manhattan Bank

9:00 4A. DATA BASE DESIGN TECHNIQUES
HENRY WEISS
Director, Data Processing
Montefiore Hospital and Medical Center

10:30 BREAK

10:45 4B. RELATIONAL DATA BASE CONCEPTS
DR. MOSHE M. ZLOOF
Assistant to the Director of Computer Sciences
Thomas J. Watson Research Center
IBM Corporation

12:15 LUNCH

MICHAEL J. SAMEK
Vice President, Management Services
Celanese Corporation
New York, New York

1:45 4C. LATEST DEVELOPMENTS IN THE USE OF MINICOMPUTERS IN DATA BASE SYSTEMS
ROBIN H. GILLETT
Software Product Manager
Interdata, Inc.

3:15 COFFEE/COKE BREAK

3:30 4D. MONITORING DATA BASE SYSTEM PERFORMANCE
STEPHEN L. ROBINSON
Manager, Data Base Technology
CACI, Incorporated

5:00 ADJOURNMENT

FRIDAY, MAY 13

9:00 FUTURE OF DATA BASE SYSTEMS IN AN ON-LINE ENVIRONMENT

Panel discussion: problems in hardware, software, and network integration. Panel focuses on the future as expressed in solving foreseeable integration problems in medium, large, and small scale systems. The panel raises a number of issues inherent in these problems and responds to questions from the audience.

CHAIRMAN: JAMES D. GALLAGHER
President
UNICOLL Corporation

CLIFFORD M. BERNSTEIN
Section Head, Computer Science and Training
Exxon Corporation

GERALD D. COHEN
President
Information Builders, Inc.

EINAR STEFFERUD
President
Network Management Associates, Inc.

10:30 BREAK

10:45 PANEL DISCUSSION CONTINUES

12:00 ADJOURNMENT

FEATURED SPEAKERS

ON-LINE SYSTEMS KEYNOTE SPEAKER

NEIL GORCHOW

Vice President, Product Strategy
and Requirement
Sperry Univac
Blue Bell, Pennsylvania

DATA BASE SYSTEMS KEYNOTE SPEAKER

GEORGE W. SULLIVAN

President
Collins Commercial Telecommunications Division
Rockwell International
Dallas, Texas

MONDAY LUNCHEON SPEAKER

J. ROGER MOODY

Marketing Director, Cross Industry
American Telephone and Telegraph
Morristown, New Jersey

TUESDAY LUNCHEON SPEAKER

CAPTAIN GRACE M. HOPPER, USNR

Director, Navy Programming Languages Section
Department of the Navy
Washington, D.C.

WEDNESDAY LUNCHEON SPEAKER

PAUL B. HENDERSON

Vice President
Federal Reserve Bank of New York
New York, New York

THURSDAY LUNCHEON SPEAKER

MICHAEL J. SAMEK

Vice President, Management Service
Celanese Corporation
New York, New York

CONFERENCE CO-CHAIRMEN

RICHARD K. DAVIS

President
McDa Company
Malibu, California

ROBERT A. O'HARE

President
O'Hare and Company
Philadelphia, Pennsylvania

ADMINISTRATIVE CHAIRMAN

DAVID T. NEWMAN

President
Management Education Corporation
Santa Monica, California

AIIE CHAIRMEN

ELEANORE F. ZAK

President, Metro New York Chapter, AIIE
Chase Manhattan Bank
New York, New York

DR. STEVEN R. BORBASH

Director, Computer and Information Systems
Division, AIIE
Associate Professor
Department of Industrial Engineering
West Virginia University
Morgantown, West Virginia

WHO SHOULD ATTEND

These conferences have been organized for executives and professionals concerned with current and future on-line systems and data base applications, either from the data processing or the user point of view. The conferences provide ideal overviews of current technology for the professional considering his first application. The more experienced professional will benefit from the technology forecast and assessment, as well as the exchange of implementation experience.

Those who will benefit include executives and professionals in:

- system operations
- system implementation
- system development
- system analysis
- ADP system planning
- ADP procurement
- project management on on-line systems and data base systems
- user functions concerned with implementation of on-line systems and data base systems

SEND YOUR TEAM (Reduced Price)

Effective implementation of on-line systems and data base applications requires cooperation among user and data processing professionals. They should share common understanding of technological capabilities, practical applications and operational limitations. Send team members working on your system to this conference so they can share knowledge and insights gained, then operate with maximum efficiency back on the job. Discounts apply to third and succeeding registrants.

CONFERENCE EVALUATION

Representative comments from recent AIIE East Coast conferences:

"Excellent general coverage of material at a high level."
RICHARD F. SCHUBERT, B. F. Goodrich

"Speakers were excellent — both knowledgeable and pleasant to listen to."
M. COLE, Eastman Kodak

"I found the format, combining both seminar and workshop, to be invaluable in covering all important aspects of minicomputers."
LARRY D. STOUDER, Continental Can

"Well organized."
ANDREW DE ANGELIS, U.S. Customs Service

"Interesting and informative. Speakers were knowledgeable and well prepared."
J. LATSHAW, McCrory Stores

"Speakers represented broad cross section of mini utilization. Well organized; excellent interchange of helpful experience stories; superior conference notebook."
DR. H. E. BUTLER, General Electric Company

"Excellent, well run with a minimum of filler type materials — thoroughly enjoyed it."
CHARLES A. CUBBLER, Department of Health, Education and Welfare

"I feel that it was time well spent. It provided an easy way to become current on the state of the minicomputer market today from the technical and the user side."
THOMAS MC WALTERS, Chase Manhattan Bank

"Very informative — what to expect and not to expect when entering into a DBMS project."
JON A. MILLER, U. S. Army

"Well organized, excellent range of views from the speakers."
GARETH EMANUEL, Reynolds Metals Company

"The set of speakers that were assembled for this conference were outstanding."
LARRY D. TELLER, Auerbach Associates

"Well-structured and informative. An excellent introduction to the world of minicomputers with invaluable advice offered by people who have been minicomputer pioneers."
LESLEY SANDERS, Citibank

REGISTRATION: Please detach and return registration application, including mailing label. Registrations will be accepted in order of receipt up to the time of the meeting, subject to confirmation. Early registration is advised, as attendance is limited. Advance telephone registrations may be made to (213) 450-0500.

FEE: Full registration fee listed below is payable in advance. Fee includes cost of luncheons and all seminar materials.

	*AIIE Member	Non-Member	**Teams
On-Line Systems	$265	$295	$195
Data Base Systems	$265	$295	$195
Both Conferences	$445	$495	$330

*AIIE DISCOUNT: Members of AIIE (must submit personal membership number).

**TEAM FEE is available for third and succeeding registrations for the same seminar, made at the same time for representatives of one organization (first and second pay regular fees).

CANCELLATIONS: Each registration cancelled later than one week before the program is subject to a $50 service charge. Registrations cancelled after the program begins are subject to the full fee. Substitutions may be made at any time.

SCHEDULE: "On-Line Systems" registers on Monday at 8:15 a.m. and adjourns on Wednesday at 1:45 p.m. "Data Base Systems" registers on Wednesday at 8:15 a.m. and adjourns on Friday at noon. Wednesday morning sessions are included in both programs.

HOTELS: Hotels will hold a limited number of rooms for registrants. Please contact the hotel not later than two weeks before the program and mention MEC to assure preferred treatment.

THE AMERICAN INSTITUTE OF INDUSTRIAL ENGINEERS (AIIE), founded in 1948, is the only national organization dedicated to serving the professional Industrial Engineer. AIIE continues to grow rapidly each year as a technical society, with approximately 24,000 members living throughout the United States, Canada and overseas countries. AIIE regularly sponsors technical seminars and workshops to provide special information to AIIE members and other professionals.

MANAGEMENT EDUCATION CORPORATION (MEC) is a leading education organization specializing in superior management-oriented programs, including conferences organized for professional societies. MEC is an entirely independent education organization, not affiliated with any consulting, software or other management service firm. MEC's excellent faculty is drawn from experienced managers and researchers in business, government and the professions.

Please detach and return entire application, including mailing label, to return address below. Telephone information: (213) 450-0500.

REGISTRATION APPLICATION

Enclosed is a check payable to AIIE SEMINARS for the Conference/Workshop(s) checked:

CHICAGO

	*AIIE Member	Non-Member	Teams
ON-LINE SYSTEMS, MAY 9-11	☐ $265	☐ $295	☐ $195
DATA BASE SYSTEMS, MAY 11-13	☐ $265	☐ $295	☐ $195
BOTH CONFERENCES, MAY 9-13	☐ $445	☐ $495	☐ $330

OTHER 1977 SEMINARS	CHICAGO	NEW YORK	SAN FRANCISCO	WASHINGTON, D.C.
ON-LINE SYSTEMS	Feb. 28-March 2		Nov. 14-16	Aug. 8-10
DATA BASE SYSTEMS	March 2-4		Nov. 16-18	Aug. 10-12
DISTRIBUTED DATA PROCESSING			Aug. 15-17	July 11-13
DISTRIBUTED DATA PROCESSING DESIGN: WORKSHOP			Aug. 17-19	July 13-15
WORD PROCESSING		Aug. 1-3	April 18-20	
MICROPROCESSORS		Dec. 14-16	Aug. 3-5	
SOFTWARE	July 25-27	Nov. 7-9		Dec. 12-14
MINICOMPUTERS	Apr. 27-29	July 18-20		Oct. 12-14
DATA PROCESSING TECHNOLOGY, 1977-1982	Oct. 3-5	March 23-25	June 22-24	April 25-27
MANUFACTURING DATA SYSTEMS	June 8-10		July 20-22	

Send more information on the seminars listed:_____

☐ **Family Travel** — Send family information and hotel rates on city checked above.   *Your personal AIIE Membership Number_____

PLEASE PRINT

Name_____ Mail Code_____

Title_____ Telephone (_____)_____

Organization_____

Street_____

City_____ State_____ Zip_____

I plan to attend the following concurrent workshop(s):

ON-LINE SYSTEMS: Tuesday, May 10

1. MANAGEMENT
- 9:00 ☐ 1A. Planning and Design
- 10:45 ☐ 1B. Future Skills
- 1:45 ☐ 1C. Measurement and Evaluation
- 3.30 ☐ 1D. Project Implementation

2. TECHNOLOGY
- ☐ 2A. Evaluations
- ☐ 2B. Software and Packages
- ☐ 2C. Minis and Micros
- ☐ 2D. Case Study: On-Line System

DATA BASE SYSTEMS: Thursday, May 12

3. MANAGEMENT
- 9:00 ☐ 3A. Planning and Implementation
- 10:45 ☐ 3B. User Requirements
- 1:45 ☐ 3C. Management Information
- 3:30 ☐ 3D. Design Review Process

4. TECHNOLOGY
- ☐ 4A. Design Techniques
- ☐ 4B. Relational Concepts
- ☐ 4C. Use of Minicomputers
- ☐ 4D. Monitoring Performance

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